



The Circular Plastics Alliance

Towards a circular economy for plastics in Europe

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1. Policy context

2017: society worries about plastics pollution



74%
agree

23%
disagree

You are worried about the impact on your health of everyday products made of plastics



87%
agree

11%
disagree

You are worried about the impact on the environment of everyday products made of plastics

Source: Eurobarometer (2017)

2018: Policy (re)action at EU level

- **January 2018:** European Plastics Strategy
- **June 2018:** Single-Use Plastics Directive

10 single-use plastic products

- Market bans; obligation for States to reduce consumption
- Mandatory recycled content (bottles)

2019: new Commission renews political commitments on circular economy

- **March 2020 Circular Economy Action Plan, including**
 - Packaging and Packaging Waste Directive
 - Mandatory recycled content (packaging, construction, cars)
 - Microplastics
 - “Bio-plastics”
 - Global agreement on plastics

2021: EU action continues after Covid-19

- **April 2021: EU taxonomy on “sustainable activities”** : plastics production only if recycled or bio-based
- **May 2021: Updated industrial strategy**, with green transition as key part (*e.g. circular economy, increased recycling, and functioning market for recycled materials*)

2. The CPA: where do we stand?

Role of the Circular Plastics Alliance

Help Europe's market reach 10 mT r-plastics by 2025 through

1. Market signal on demand for recycled polymers (commitments/pledges)
2. Value chain cooperation
3. Single Market
4. Operational action

The Circular Plastics Alliance: 280+ signatories



BRANDS

Automotive	<i>CLEPA, ACEA</i>
Construction	<i>EPPA-profile, TEPPFA, ERFMI, ECRA</i>
Packaging	<i>EUROPEN</i>
EEE	<i>Orgalim, DigitalEurope, AppliA</i>

Polymer value chains: PET (Petcore Europe), Polyolefins (PCEP), PVC (Vinylplus), PS (Styrenics Circular Solutions) and EPS (EUMEPS)

Circular Plastics Alliance: deliverables so far

The alliance has delivered 80% of its declaration

- Design Work Plan: 26 priority products
- Monitoring System: reliable and audited
- Significant work proposed on European Standards in 3 areas
- Europe-level analysis of untapped potential and investment needs to reach 10mT by 2025

Circular Plastics Alliance: European standards

Three priority areas identified for circular plastics

1. Recyclability of plastic products
2. Quality of sorted waste
3. Quality of recyclates

Circular Plastics Alliance: European standards

Benefit: Single Market

- Common language
- Common measurement methods and test protocols
- Common evaluation processes
- Standardised product information
- ...

Challenge: find experts

Circular Plastics Alliance: European standards

Bottom-up & inclusive process

1. First draft by “product teams” (26 products)
2. Review by CEN Technical Committees
3. Consultation of States and NGOs
4. Draft by European Commission
5. Acceptance by CEN

Circular Plastics Alliance: European standards

Role for CPA?

- Early consensus building
- Find new experts
- ...

Circular Plastics Alliance: monitoring system

Coverage

- Quantities of recycled plastics produced and used (aggregated tonnages)
- By country
- By polymer
- By market segment

Circular Plastics Alliance: monitoring system

Who generates data

- Recyclers (inputs and outputs) - **audited**
- Converters (inputs and outputs) - **audited**
- Collected waste and sorting inputs: estimates

Circular Plastics Alliance: monitoring system

Benefit: Reliable source of comparable data at EU level

- Common scope
- Common definitions and methodology
- Common audit protocol
- ...

Challenge: market coverage

3. The CPA: what's next?

Circular Plastics Alliance: where do we stand?

The remaining 20%

- Recycled content report
- Communication and awareness
- National dimension of analysis and engagement with other stakeholders (States, NGOs)

Engaging with Member States

22 Feb.	Workshop with Member States: plastics in recovery plans
18 March	Presentation to Industry Attachés (Perm Reps)
6 May	CPA drafts shared with States via Perm Reps
17 May	2 nd presentation to Industry Attachés
11/6	Workshop with Member States: Monitoring
22/6	Workshop with Member States: Untapped potential and investments
23/6	Workshop with Member States: European Standards
7/7	Deadline for States' comments
Next	Publication of deliverables

Circular Plastics Alliance: where do we stand?

Next steps

- More pledges?
- CPA vision for 2030?
- ...

Will depend on feedback received and momentum created

Thank you